

Appln. No. Serial No. 09/876,666

Amdt. Dated 7/13/06

Amendment and Response in Appln, Reply to Office Action of 3/13/2006

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### REMARKS

Claims 1-38 are pending in this application in which Claims 1-14 and 24-38 are withdrawn from consideration. The Examiner rejected Claims 15-17, 22 and 23 under 35 U.S.C. 102(e), and rejected Claims 18-21 under 35 U.S.C. 103(a). Claims 15, 16, 22 and 23 have been amended in the foregoing amendments. No fees are believed due; however, the Commissioner is hereby authorized to charge any deficiency or credit any overpayment to Deposit Account 11-0855.

### Claims 15-23 Are Patentable over the Cited References

The Examiner rejected Claims 15-17, 22 and 23 under 35 U.S.C. 102(e) as anticipated by U.S. Patent No. 6,266,649 to Linden et al. ("Linden"), rejected Claim 18 under 35 U.S.C. 103(a) as being obvious over Linden in view of U.S. Patent No. 5,937,397 to Callaghan ("Callaghan"), and rejected Claims 19-21 under 35 U.S.C. 103(a) as being obvious over Linden in view of U.S. Patent Application Publication No. 2003/0191742 to Yonezawa et al. ("Yonezawa"). These rejections are traversed for the reasons discussed below.

### Claim 1

The method for providing an advertisement of Claim 15 requires providing a user who is accessing target information (e.g. a web page) specified in advance with an advertisement that is associated with additional information (e.g. another web page) based on the access logs of related users who accessed both the target information and the additional information. As described in the example provided at pages 41-43 and Figures 26-30 of the specification, the present invention identifies users who are likely to be interested and users who are potentially likely to be interested in an advertisement and provides both types of users with relevant advertisement information

Linden describes a recommendation service which recommends items to users based on (a) the user's purchase history, (b) the user's item ratings profile (if any), (c) the current contents of the user's personal shopping cart(s), and (d) a listing of items that were recently removed from the shopping cart(s) without being purchased (See Column 7, lines 20-39),

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and a previously-generated similar items table 60 which maps individual items to lists of similar items with commonality indexes, CI, that indicate the relatedness of the items to the popular items (*See e.g.* Fig. 1, Column 8, line 58 to Column 10, line 3 and Column 9, lines 37-40). The similar items table of Linden differs from the access logs recited by Claim 15 since the access logs include target information and additional information. Although Linden mentions at Column 11, lines 54-56 that the recommendations could be presented as advertisements for the recommended items, Linden does not describe providing advertisement associated with the additional information, e.g. a web page, as required by Claim 15. Thus, Linden does not anticipate the invention of Claim 1, and Claim 1 should be allowed.

#### **Claims 16-23**

Independent Claims 22 and 23 include limitations that are similar to that of independent Claim 15. The remarks made in support of patentability of Claim 15 are equally applicable to distinguish Claims 22 and 23 from Linden. Accordingly, independent Claims 22 and 23 as well as dependent Claims 16-21 also should be allowed.

As to Claim 18, the Examiner correctly noted that Linden does not teach managing the advertisement information as specified by an advertisement sponsor, but contended that Callaghan teaches sponsoring web page recommendations at Column 1, lines 62-65. Callaghan only describes a business sponsored web page which provides a list of recommended web pages. Callaghan does not describe providing a business sponsored advertisement to the user who is accessing the target information which is also specified by the same advertisement sponsor, as required by Claim 18.

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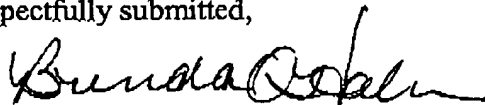
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### CONCLUSION

The foregoing is submitted as a complete response to the Office Action identified above. This application should now be in condition for allowance, and the Applicants solicit a notice to that effect. If there are any issues that can be addressed via telephone, the Examiner is asked to contact the undersigned at 404.685.6799.

Respectfully submitted,



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